

Health Education and Promotion (Revised 2015)

The New Hampshire Public Health Association (NHPHA) holds that good health requires active participation in health education and promotion programs by individuals, organizations and communities. Health education involves opportunities for learning involving communication designed to improve health literacy, including improving knowledge, and developing life skills which are conducive to individual and community health. Health promotion embraces actions directed at strengthening the skills and capabilities of individuals, as well as action directed towards changing social and environmental conditions to alleviate their impact on public and individual health. To be effective, health education and promotion must be informed by evidence based/best available information. Positive social and environmental conditions help individuals adopt healthy behaviors and practices, which improves physical and mental health, reduces morbidity and mortality, and so conserves limited resources. The NHPHA supports policies that:

- Mandate culturally and linguistically appropriate health education and promotion activities;
- Ensure that health education and promotion activities are accessible to all residents; and
- Focus on prevention and protection

Resources

IOM (Institute of Medicine). 2014. Improving support for health promotion and chronic disease prevention: Summary of key findings from reports of the Institute of Medicine. Institute of Medicine, Washington, DC. <https://iom.nationalacademies.org/~media/Files/Report%20Files/2010/Promoting-Cardiovascular-Health-in-the-Developing-World/Vitality.pdf>

Battel-Kirk, Barbara (06/2009). “A review of the international literature on health promotion competencies: identifying frameworks and core competencies”. *Global Health Promotion* (1757-9759), 16(2), p. 12.

Kohl, Harold W. (05/2013). “All health is local: state and local planning for physical activity promotion”. *Journal of Public Health Management and Practice* (1078-4659), 19 (3 suppl 1), p. S17.

IOM (Institute of Medicine). 2011. For the Public’s Health: Revitalizing Law and Policy to Meet New Challenges. Washington, DC: The National Academies Press. <http://iom.nationalacademies.org/Reports/2011/For-the-Publics-Health-Revitalizing-Law-and-Policy-to-Meet-New-Challenges.aspx>

Pettman, Tahna Lee (04/2013). “Using evidence in health promotion in local government: contextual realities and opportunities”. *Health Promotion Journal of Australia* (1036-1073), 24 (1), p. 72. Public Health Foundation, National Public Health Performance Standards Programs.

U.S. Department of Health and Human Services, Center for Disease Control and Prevention, Healthy Living. <http://www.cdc.gov/healthyliving/>

U.S. Department of Health and Human Services, Office of Health Promotion and Disease Prevention. Healthy People 2020. <http://www.healthypeople.gov/2020/default.aspx>